

**NN/LM Southeastern/Atlantic Region**

**Region 2**

**Annual Report**

**May 1, 2010 – April 30, 2011**

**University of Maryland, Baltimore**

**Date submitted: August 31, 2011**

## Executive summary

### Staffing:

In December Toni Yancey resigned her position of Outreach/Exhibits Coordinator. In January, Janice Kelly resigned her position as Executive Director. Dale Prince was appointed Acting Executive Director in Janice's place, and searches for Outreach/Exhibits Coordinator and Executive Director were initiated.

Nancy Patterson successfully secured permanent status at the University of Maryland.

At the end of year 05, SE/A staff includes:

M.J. Tooley – director

Janice E. Kelly – executive director (resigned, effective January 7, 2011)

Dale Prince – acting executive director (effective January 8, 2011)

Nancy Patterson – community outreach coordinator

Terri Ottosen – consumer health coordinator

Dale Prince – technology coordinator

Sheila Snow-Croft – outreach/education coordinator

PJ Grier – network access coordinator

Toni Yancey – outreach/exhibits coordinator (resigned, effective December 1, 2010)

Colette Becker – web developer

Regina Johnson – program management specialist

Evelyn Peyton – secretary (retired April 30, 2011)

**Membership:** We began the year with 538 full and 681 affiliate members and ended the year with 527 full and 708 affiliate members, a net gain of 20 members. As in the past, affiliate membership grew due to recruitment efforts. As with last year, a number of full members moved to affiliate due to interlibrary loan burdens.

552 SE/A members participate in DOCLINE with 508 participating in SERHOLD. The libraries offering service to unaffiliated health professionals fell by 2% and services to the public fell by less than 1%. Resource libraries maintained an 80% average fill rate, the same as last year.

We continue to promote EFTS to members.

**Budget:** Unexpended funds were approved to supplement the year 05 operating budget. Ninety-three express and outreach project awards were funded in year 05.

**Advocacy:** SE/A continued to make advocacy a priority in year 05. Staff conducted 16 site visits, concluding the round of visits where the director and executive director introduced new Resource Library directors to NN/LM services, inquired about their needs and expectations, and making brief presentations to administration agents about the value of libraries. Site visits also included more casual exchanges about NN/LM's services and specific projects. Staff also provided NLM & NN/LM updates at state and regional meetings at the Southern Chapter of MLA annual meeting in St. Petersburg, FL, the Mid-Atlantic Chapter meeting in Chapel Hill, NC and an association meeting in Savannah, GA.

In October NLM published profiles of SE/A member projects for National Medical Librarians Month. The profiles highlighted included: Saint Thomas Health Services, Baptist Hospital Campus: Diabetes Tutorial Follow-up Project; Mountain Area AHEC, Asheville, NC: Healthy Kids in WNC; Tuskegee University, Tuskegee, AL: TU Teen Health; Health Sciences and Human Services Library, University of Maryland: @hand: mobile technologies in academia + medicine; University of Virginia Claude Moore Health Sciences Library: A Celebration of Medical Librarians: The 35-year Anniversary of the Claude Moore Health Sciences Library Building; Duke University, East Carolina University, University of North Carolina, & Wake Forest University: Creating a Mutual Aid Agreement: Helping North Carolina Hospitals Plan for

Information Access Following a Disaster; Louis Calder Memorial Library, University of Miami: DOCS Health Fairs Plus. See: <http://www.nlm.nih.gov/lo/profiles10/sea.html>

In January, SE/A hosted a one-day Hospital Librarians Summit to identify new roles for hospital librarians, assess the needs of the librarians in the region, and assist the SE/A in providing services to hospital librarians in the region. Additionally, SE/A hosted it's RAC Oversight Committee for participation in strategic planning for the regional programming for the next five years.

SE/A staff hosted the 2010-2011 NLM associate fellows in October. The fellows learned about SE/A, got a tour of the library, and was given a presentation about the usual day of an SE/A coordinator.

**Communications:** SE/A continued to maintain the SE/A website and SE/A Currents blog, writing articles about things that affect network members. It also implemented a Facebook page for the region. Additionally, SE/A staff attended regional and state association meetings to tell about NLM & NN/LM products and services.

**Outreach:** Outreach is a large part of the work of SE/A staff and network members, conducting training, exhibiting, and promotion throughout the region. SE/A staff conducted 193 outreach activities that reached 4,026 people. 11% of these activities were conducted remotely. Network members with subcontracts and awards conducted 353 activities with an audience of 5398 participants. Three percent of these activities were conducted remotely. Additionally, SE/A staff exhibited at six national meetings and 13 state or regional meetings. Network members exhibited at a further 28 state or regional meetings.

**Funding:** This year we funded 93 projects: 17 Training awards, 22 Exhibit awards, 5 Planning and Assessment awards, 7 Digitization awards, 13 Express Outreach awards, 7 Outreach to Consumer and Health Professionals awards, 6 Express Library Technology Improvement awards, 2 Express Welcome awards, 2 Community Day awards, 3 Express Mobile Technology Pilot awards, 1 Disaster Recovery award, 2 Express Hospital Library Promotion awards, 2 Express Follow-up awards, and 3 Technology Awareness awards. Additionally, we made 23 EFTS Incentive awards, and funded 7 travel stipends for network member attendance of the Symposium for Information Professionals Meeting Disaster Health Information Needs held at the National Library of Medicine.

## Network infrastructure

**TABLE 1. Annual infrastructure data**

	<b>Current year</b>	<b>Previous year</b>
Network members – full	527	537
Network members – affiliate	708	678
Libraries providing services to unaffiliated health professionals	299 (57%)	304 (57%)
Libraries providing services to public users	271 (51%)	273 (51%)
Average fill rate for resource libraries	80%	80%

### Regional emergency preparedness planning

SE/A administered several awards in support of emergency preparedness and planning: Planning and Assessment Awards, Community Day Awards, and stipends so that SE/A Network members could attend the Symposium for Information Professionals Meeting Disaster Health Information Needs at DIMRC.

- **University of Maryland, Baltimore - Planning and Assessment Award** – to convene a meeting of public, academic, and health sciences librarians from around the state to determine the role of the librarian in service continuity during an emergency. The objectives of the meeting are to begin planning for a statewide process on creating or improving existing plans, identifying key personnel and institutions in the region to partner... July 1, 2010 – April 30, 2011.
- **University of South Alabama – Community Day Award** - Project staff will hold two events, one in Mobile County and one in Baldwin County for the area's general public. The events will focus on disaster planning for families and include interactive lectures, new technology information session, CPR training, and exhibits from partnering organizations. May 1, 2010 – April 30, 2011
- **Georgetown County Library - Community Day Award** to hold the Hurricane Community Day to strengthen their partnership with the Georgetown Emergency Management Department, expand their collaboration through the inclusion of first responders, provide laypersons with tools and resources to prepare for hurricanes and highlight the role of the public library in emergency management. The event will feature a special exhibit of historic hurricane photographs, emergency information bookmarks, materials from partner medical institutions and the premiere of the Hurricane Memories Documentary. July 1, 2010 – April 20, 2011
- **Seven Symposium for Information Professionals Meeting Disaster Health Information Needs Travel Stipends** - for SE/A Network members interested in attending the Symposium for Information Professionals Meeting Disaster Health Information Needs to be held at the National Library of Medicine, Bethesda, Maryland March 29-30, 2011

PJ Grier taught the Emergency Preparedness workshop in the region 8 times and delivered a poster on emergency preparedness at the MAC Annual Meeting.

### Identifying unique and historical collections

Seven new awards for the digitization of collections were made in year 05:

- **University of Maryland, Baltimore** - scan school catalogs in PDF format.
- **Nova Southeastern University** - digitize documents from the founding of the Southeastern University College of Osteopathic Medicine in 1979 and its merger into Nova Southeastern University in 1994. The collection will become part of the NSU Digital Collections and be available on the web from the NSU Archives pages as well as from the Health Professions Library and College of Medicine website.
- **Florida International Library** - digitize archival materials documenting the founding of the new medical school.
- **University of South Florida, Louis de Parte Florida Mental Health Institute** - digitize 35 half hours shows and broadcasts of the Issues in Mental Health series project.
- **Society for the Preservation of Physician Assistant History, Inc.** - digitize photographs from the historical collection. Photographs of events, people, etc. from the 1970's -1990's.
- **University of South Carolina** - digitize 50 items of medical ephemera from the late nineteenth century along with historical books from the collection.
- **Association of Women's Health, Obstetric and Neonatal Nurses** - digitize historical materials that trace the formation, governance, strategic planning, mission and impact of the organization. During phase 2, the library will digitize audio and video educational presentations to preserve materials for researchers.

#### E-licensing

Last year we announced intention to work with vendors (e.g., LYRASIS) to investigate the possibility of consortia licensing agreements for the Region. We convened a task force and queried hospital librarians in the region about their needs and passed the information on to LYRASIS which is now working on its own investigations regarding how best to approach the issue.

In the meantime, we maintain the e-licensing FAQ on the SE/A website (<http://nnlm.gov/sea/rsdd/elicense/>). This year we completed work on listing existing group licensing initiatives around the region.

#### EFTS

We continued to promote Electronic Funds Transfer System (EFTS) at exhibits and classes. Additionally, we offered an EFTS incentive award that gave libraries \$200 for an initial EFTS account. As a result, EFTS membership in the region grew by 23 members from 140 members last year to a total of 163 this year with 30 of the 31 resource libraries participating. We gave 25 EFTS incentive awards with 16 of those awardees joining EFTS.

#### **Outreach**

- Major (≥ \$15,000) projects funded in contract year: 9
  - Congregations for Public Health – Healthy Spirit 2010
  - East Tennessee State University - MedlinePlus: Orientation and Instruction
  - Eastern Shore AHEC – Teen Health Initiative
  - James Madison University – Using Informatics to Bridge the Gap in Health Literacy
  - P.I. Advocates, Inc - Health Information Computer Access Training
  - Rural Medical Services Inc. – ACCESS - Acceso a Servicios de Salud
  - University of Maryland Eastern Shore- Closing the Gap on Diabetes Health Professional Education Project
  - University of South Carolina – Linking South Carolina Free Clinics to Quality Health information
  - University of the Virgin Islands – *Empowering Paradise*

- National exhibits conducted by RML: 6
  - American Academy of Physician Assistants, Atlanta, GA
  - American Veterinary Medicine Association, Atlanta, GA
  - National Conference of African American Librarians, Birmingham, AL
  - American Association of Retired Persons, Orlando, FL
  - Diversity Rx, Baltimore, MD
  - Physician Assistant Education Association, Baltimore, MD
- National exhibits conducted by subcontractors: 0
- Regional/state/local exhibits conducted by RML: 13
  - Northern Virginia Homeschoolers, Chantilly, VA
  - South Carolina Pride, Columbia, SC
  - Tennessee Public Health Association, Franklin, TN
  - Mississippi Public Health Association, Tunica, MS
  - Mid-Atlantic Chapter of the Medical Library Association, Chapel Hill, NC
  - Virginia Library Association, Portsmouth, VA
  - Maryland Rural Health Association, Rocky Gap, MD
  - Veterans of Foreign Wars, Nashville, TN
  - Southern Chapter of the Medical Library Association, St Petersburg, FL
  - Southern Women's Show, Savannah, GA
  - CSA Health Fair, Delray Beach, GL
  - Severn Christian Church Health & Safety Fair, Severn, MD
  - Virginia Nurse Practitioners, Roanoke, VA
- Regional/state/local exhibits conducted by subcontractors: 28
  - Georgia State Medical Association, Hilton Head, SC
  - North Carolina Veterinary Medical Association and the Tennessee Veterinary Medical Association, Asheville, NC
  - Virginia Pharmacists Association, Virginia Beach, VA
  - Remote Area Medical Volunteer Corps, Erwin, TN
  - Alabama Physical Therapy Association , Birmingham, AL
  - Maryland Academy of Physician Assistants, Ocean City, TN
  - Tennessee Public Health Association, Cool Springs, TN
  - Family Resource Center, Charleston, SC
  - Georgia Association of Primary Health Care, Savannah, GA
  - Maryland Psychological Association, Annapolis, MD
  - South Carolina Primary Health Care , Myrtle Beach, SC
  - Kanawha County Public Library, Charleston, WV
  - HBCU Library Alliance , Cumberland, MD
  - South Carolina Department of Health and Environmental Control, Charleston, SC
  - North Carolina Public Health Association, Wilmington, NC
  - Western Maryland Mission of Mercy , Cumberland, MD
  - North Carolina Veterinary Medical Association, Raleigh, NC
  - Georgia Association of Family Physicians, Atlanta, GA
  - Harry Potter's World: Renaissance Science, Magic, and Medicine, Mobile, AL
  - Georgia Association of Family Physicians, Annual Scientific Assembly & Exhibition, Atlanta, GA
  - North Carolina Veterinary Conference, Raleigh, NC
  - South Carolina School Nurses Conference, Columbia, SC
  - Tennessee Library Association, Nashville, TN
  - South Carolina Rural Health Association, Myrtle Beach, SC
  - South Carolina Dental Association, Myrtle Beach, SC
  - Alabama Gerontological Association, Birmingham, AL
  - Alabama Library Association, Orange Beach, AL

- Virginia Rural Health Association, Blacksburg, VA
- Courses developed/updated by SE/A staff:
  - Beyond an Apple a Day – Updated
  - Caring for the Mind: Mental Health Resources – Updated
  - ABCs of DNA – Updated and renewed with MLA
  - Combatting Information Fatigue – Updated and renewed with MLA
  - ¿No Comprende? – updated and renewed with MLA
  - And PICO was his Name-O: What to look for in an EBM study – Developed and accredited with MLA
  - The Canny Consumer: Resources for Consumer Health Decision Making – Updated and renewed with MLA

**TABLE 2. Site visits: 16**

<b>Date</b>	<b>Last name of RML staff responsible</b>	<b>Institution</b>	<b>Location (city, state)</b>	<b>Topics addressed</b>
June 24-25, 2010	Kelly	Virginia Commonwealth University	Richmond, VA	SE/A programs and funding opportunities
July 19, 2010	Kelly, Ottosen	Mountain AHEC	Asheville, NC	Outreach projects
July 27, 2010	Kelly	West Virginia University	Morgantown, WV	SE/A programs and funding opportunities
July 28, 2010	Kelly	University of Pittsburgh	Pittsburgh, PA	Changes in the library
August 13, 2010	Grier	Greater Baltimore Medical Center	Baltimore, MD	Group purchasing
August 13, 2010	Grier	Maryland Emergency Management Agency	Reisterstown, MD	Emergency preparedness
September 21, 2010	Kelly	Rural Medical Services, Inc.	Parrottsville, TN	Outreach project
September 29, 2010	Kelly, Tooley	University of Puerto Rico	San Juan, PR	SE/A programs and funding opportunities
October 7, 2010	Kelly	University of Florida		Outreach project
October 8, 2010	Kelly, Tooley	University of Florida	Gainesville, FL	SE/A programs and funding opportunities
October 25, 2010	Kelly	Nova Southeastern University	Ft. Lauderdale, FL	SE/A programs and funding opportunities
November 19, 2010	Prince	Dragon Rises College of Oriental Medicine	Gainesville, FL	Outreach project
February 18, 2011	Patterson	University of the Virgin Islands	St. Croix, VI	Outreach project
March 3, 2011	Prince, Tooley	University of Mississippi	Jackson, MI	SE/A programs and funding opportunities
March 8, 2011	Patterson	University of Miami	Miami, FL	Outreach project
April 22, 2011	Prince, Tooley	Howard University	Washington, DC	SE/A programs and funding opportunities

## Web site use Year 05

	Views	Visitors
May-10	<b>122356</b>	<b>40180</b>
Jun-10	<b>78143</b>	<b>28751</b>
Jul-10	<b>82153</b>	<b>23024</b>
Aug-10	<b>92290</b>	<b>22476</b>
Sep-10	<b>128860</b>	<b>23690</b>
Oct-10	<b>110538</b>	<b>25073</b>
Nov-10	<b>102628</b>	<b>25627</b>
Dec-10	<b>123711</b>	<b>26351</b>
Jan-11	<b>126950</b>	<b>23447</b>
Feb-11	<b>108937</b>	<b>22597</b>
Mar-11	<b>112329</b>	<b>27611</b>
Apr-11	<b>110213</b>	<b>26103</b>



